Journals Included in Search

European Journal of Marketing
Harvard Business Review
Industrial Marketing Management
International Journal of Consumer Studies
International Journal of Research in Marketing
International Journal of Service Industry Management
Journal of Advertising
Journal of Advertising Research
Journal of Business Research
Journal of Consumer Affairs
Journal of Consumer Behaviour
Journal of Consumer Culture
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Interactive Marketing
Journal of International Marketing
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy and Marketing
Journal of Retailing
Journal of Service Research
Journal of Services Marketing
Journal of the Academy of Marketing Science
Manufacturing and Service Operations Management
Management Science
Marketing Science
Psychology and Marketing
Quantitative Marketing and Economics
Service Industries Journal

Key Words

Marketing
Service
Consumer
Retailing
Advertising
Business